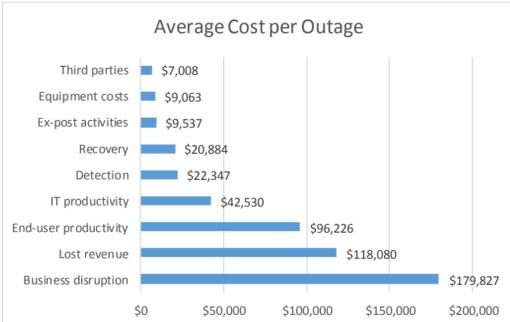


Understanding the true cost of data centre downtime



These are the average costs a data centre faces per outage.

\$50,000/hour

A USA Today survey of 200 data centre managers found that 80% claimed downtime costs exceeded \$50,000 per hour.

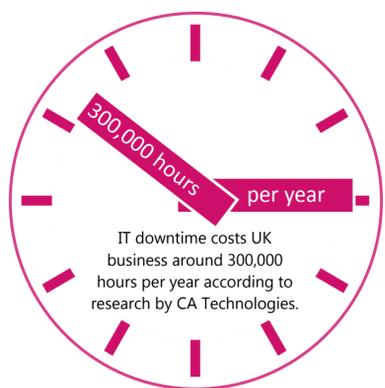
1.6 hours

downtime per week

According to Dunn & Bradstreet, 59% of Fortune 500 companies experience a minimum of 1.6 hours of downtime per week.

"Uninterruptible power supply (UPS) failure continues to be the No. 1 cause of unplanned data center outages, accounting for one-quarter of all such events."

GCN—Technology, Tools and Tactics for Public Sector IT



Real World Example: Virgin Blue's Reservation Desk

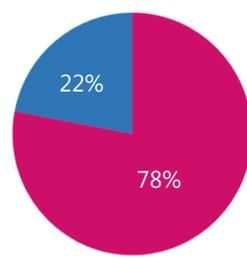
In 2010, Virgin Blue's airline's check-in and online booking system suffered a serious failure. The subsequent outage interrupted the airline's internet booking, reservations, check-in and boarding systems for 11 days. This affected over 50,000 passengers and 400 flights!

The Result: Virgin Blue's reservations management company, Navitaire, had to compensate Virgin Blue around \$20 million.

50,000 passengers

400 flights

\$20m compensation



78% of UK organisations are not fully confident in their ability to recover after a disruption according to the findings of the EMC Global Data Protection Index. They surveyed 3,300 IT decision makers from mid-size to enterprise-class businesses.

££££££££££££££££££££££££ £2billion

IT downtime costs UK business up to £2bn a year, according to a report by CA Technologies.



According to the IT Process Institute, resolution time for an outage averages around 200 minutes.



75% of 1,000 organisations polled said that the IT systems and applications affected by IT outages were mission critical.

THE SOLUTION

IPU's Fuel Conditioning Programme

1 DieselCheck FUEL TESTING
Tests fuel for water, microbial and particulate contamination.



2 ClearTank TANK CLEANING SERVICE
Cleans stored fuel without requiring a diesel uplift or man-entry.



3 Diesel Defence FUEL POLISHING
On-tank and mobile polishing units keep fuel clean and dry.



4 ADV Regulator STABILISER
Stabilisers prevent water clusters and starves bacteria of water.



BEFORE



AFTER



No need for expertise

We know that your goal is simple: reliable power. You want somebody else to handle fuel conditioning so your time is free for your real job. That somebody is IPU.

200ppm

as defined by BS EN590
IPU can remove water to below 200ppm as defined by BS EN590

18/16/13

cleanliness standard set by ISO 4406
IPU removes solids such as soot, rust and colloid carbon so your fuel meets the 18/16/13 cleanliness standard set by ISO 4406.

No Man Entry

required for a ClearTank Clean
IPU can restore your fuel to EN590 standard without man-entry

Sources:
<http://www.evolve.com/blog/downtime-outages-and-failures-understanding-their-true-costs.html>
<http://www.techweekeurope.co.uk/e-innovation/data-loss-downtime-costs-uk-10-5-billion-per-year-156762>
<http://www.computerweekly.com/news/1280093770/IT-downtime-costs-UK-2bn-a-year-study-finds>